



www.hairbydomd.com

Dominique DiBenedetto

HAIRSTYLIST, EDUCATOR &
SALON OWNER

MEDIA KIT

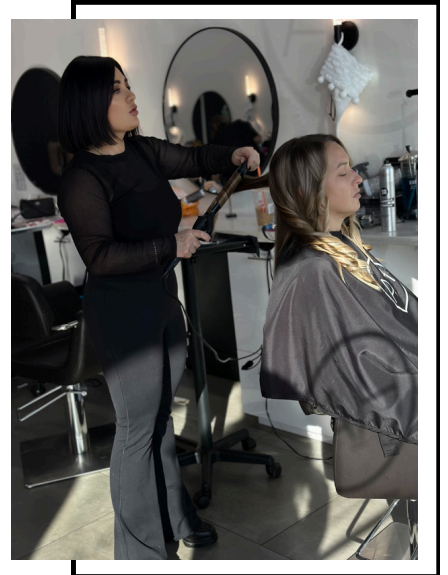
Hi, I'm Dominique!

HAIRSTYLIST, EDUCATOR & SALON OWNER

"I love my career, my salon, and my team, but I'm not one to settle for the status quo. I like to shake things up. I'm a visionary and a disrupter, constantly looking for ways to challenge the norm. My calling is to educate, innovate, and inspire—and when I'm doing one of those things, I'm in my element."

My journey in the beauty industry began over 15 years ago, but it wasn't until I opened my salon suite that I truly found my stride. For six years, I worked tirelessly to build a thriving business, which gave me the foundation and confidence to take a leap and open a full salon. Drawing on my prior experiences in traditional salon environments, I knew I wanted to do things differently. When I opened Aura Hair Co. in 2019, my mission was clear: to create a fun, laid-back team environment centered around delivering an exceptional customer experience.

While I specialize in all aspects of hair color, my passion lies in corrective color transformations. I thrive on finding innovative ways to solve problems, and I bring that same energy to my education. As a proud Redken Artist, I teach real techniques that stylists can immediately take back to the chair. My focus is on efficiency without sacrificing quality, delivering methods that drive revenue for both the stylist and the salon. I also share proven social media and marketing strategies that I've tested and refined with my own team—strategies that create measurable success and elevate their business.



Most recently, I've set out to make alternative hair sexy. After navigating my own personal hair loss journey, I realized how underserved this space is for clients and how much opportunity there is for stylists. My goal is to empower salons and stylists to embrace alternative hair as a life-changing solution for their clients.

Today, I lead a team of 11 incredible stylists who inspire me daily to be a better leader, artist, educator, and business owner. Together, we're challenging norms, pushing boundaries, and redefining what's possible in the beauty industry.



26.8K

@hairbydomd



2.2K

monthly page views



530

monthly salon services



3.8K

monthly product sales



EDUCATION TOPICS

- ✓ Color application techniques such as balayage, hair painting, foilyage, and babylights.
- ✓ Impactful color placement techniques that create depth and dimension.
- ✓ How to build salon stylist revenue quickly.
- ✓ Alternative hair solutions such as wigs, toppers, and extensions.
- ✓ How to build and grow a thriving salon team.

AS SEEN IN

PALM BEACH
ILLUSTRATED

bravo

MODERN
SALON



Testimonial

“Dominique came in and completely blew away my students with her knowledge and technical skills. From the time she set foot into the school she commanded a presence that immediately captivated the students and gained their attention. She was one of the most prepared presentations we have had! She had a clear vision for the education she wanted to cover in the time she had. She started out by getting a feel for the students and the different learning styles she had to adapt to and then took that and went into her balayage demo full steam! The whole time she was doing the demo she made sure to continue to thoroughly explain and show the various techniques she was using and took time to pause when questions were asked or if a student asked her to show a technique again. Dominique then presented them the opportunity to get up and get involved in the class. By taking a hands on approach she gained the students trust and their desire to learn from someone in the industry that was incredibly talented and giving them all this free education. Once the application was completed she then really got into the how and why of a client consultation and application to achieve the desired results. The students loved the chance to watch all the steps of the process from the inception of the vision to the execution and delivery of what the client asked for. She even went further and then taught the students a mini class on social media skills and the best lighting for before and after photos! Everything was in sync for the class from the model to the technical skills and I can truly say this class was one my students have still been asking questions about!

Justin Higgs - Robert Fiancé Beauty School

Podcast & Blog Features

SHOUTOUT MIAMI

Meet Dominique DiBenedetto | Salon Owner / Luxury Hair Stylist



Serial Hair Entrepreneur Talks Trends in the Industry

Building a Wig Biz & Conquering the Fear of Hair Loss

Suite Renter to Salon Owner to Multi-Biz Owner



My Life Out Loud with Dominique DiBenedetto



Interview with Nationally Ranked Top 100 Stylist who is Redefining the Salon Experience



Leadership as a Salon Owner



Dominique DiBenedetto-Bad Ass Salon Owner



WHO I WORK WITH

I work with products and brands that I use and trust.

I support companies who value education and respect stylists not just as consumers but also as artists.



WHAT YOU CAN EXPECT

You can expect to work with a highly skilled, passionate, and business focused stylist who knows how to deliver a message. I am someone who is driven to inspire, create, and empower others. I plan to build our partnership on the foundation of collaboration and results.



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GET IN TOUCH

Let's explore a partnership together! Have a new technique or product that needs attention? Give me a call so we can brainstorm ideas.

I look forward to hearing from you!

HAIR BY
Dom D